



TWENTY-SIXTH YEAR

No. 9

GLEICHEN, ALBERTA, WEDNESDAY, MAY 18, 1932

SUBSCRIPTION \$2.00 PER YEAR

NEWS ITEMS  
OF GLEICHEN  
AND VICINITY

Starting today—Wednesday—the weekly holidays begin.  
Wm. Lill, Sr., who resides in Las Angeles, is so present visiting the Bull-also bulls, looking after his interests. Last week he paid the Call there a visit for a short time. Mr. Lill thought that the depression was much worse in California than here. People complained a lot and taxes were levied. He still drives the over a 100,000 miles. He has driven the car twice to Florida, six times across the continent and has taken the car to Europe six times.  
Free publicity should be no more expected from a newspaper than free advice from a lawyer, or free medical advice from a physician. Most public advisers are always willing to give the half way in giving publicity to deserving causes; but it takes money to conduct a newspaper and its advertising space is its chief source of revenue.  
Mr. and Mrs. V. Rambo and son Vito, of Kenna, spent the weekend visiting their daughter Mrs. L. Sath-er.  
After an absence of some eight years Saul Hoag drifted into town, last week and has been busy since. Arriving hands with Gleichen old-timers. Saul states he left here shortly after the big fire and has spent most of his time in Alaska. Saul is a great story teller but to date we have not had the pleasure of hearing of his new year.  
French movie-pictures produced by handkerchiefs, are to be added to the program and entertainment, which will cut royalties on all film-recording equipment to a minimum. This is an effort to establish the French movie industry on a sound basis.  
This story is being told that a lady had a mortifying experience at a mail-order house a short time ago. She ordered an evening gown and the lady was out of that garment, they sent her a nightgown instead.  
Mrs. T. H. Beach went to Edmonton Thursday to attend the graduation exercises, Friday, of her son Hugh. She spent the last four or five years at the University taking up a course in mining engineering.  
Mr. and Mrs. D. Patterson and child of Calgary spent the week-end visiting at the home of Mr. and Mrs. Wm. Sanders.  
Once more we would remind our correspondents that all items relating to entertainments with free description and no admission for the charged, or silver collection taken, are regarded as advertising and are charged to our regular rates.  
When publication is desired under the above conditions, instructions as to where the material is to be charged to should always be given. Reports of such gatherings after place will be received and published free.  
The podder does nothing to stop the town to stir up. He leaves to others the matter of paying for the roads, the sidewalks, the water, the lights, the fire protection and various other services that must be maintained in any community. The most exist in the maintenance of local schools, many community organizations, sports, relief or charitable work. So far as the local community is concerned, he is simply a parasite.  
On Wednesday afternoon they passed through Gleichen three covered wagon outfits bound for the Peace River. These outfits were led by McMillan and contained B. McMillan and family with Mr. and Mrs. McMillan. They were making the trip. Gleichen people with the McMillans and their best of luck on their journey and the ultimate success in their new home.  
Throughout the entire district, conditions are reported to be better than at any time in the past three years. The recent rains have filled the

sloughs and was absorbed into the bottom. The Gleichen district was more fortunate than many other areas. In frost were reported at most places. Farmers are now just losing a few years with ideal grain-growing conditions. The grain comes as a life-saver to many farmers who for the past two years have battled against abnormal drouths.  
(Canada's total crop over what about the present crop year ends on July 31 is estimated at around 105,000,000 bushels, the smallest since 1922, which should have a decided bearing on the outlook for wheat prices for this season's crop according to the Agricultural Department. Over 90% of Canada's wheat export during the first three months of this year were shipped from Canadian ports. Among the wheat-growing countries France has the highest per capita, 75 bushels annually. Canada ranks thirtieth, 48 bushels. Fully twenty-five varieties of spring wheat are grown in Western Canada.  
Let us know the name and address of the people visiting you, or of members of your family away from home or particularly regarding any of the above mentioned persons, and forward to your friends. This is a new and this your newspaper. Give us the "who's who" of the "who's who".  
The Ladies Guild of Arrowwood were entertained last Thursday evening by Mrs. V. M. Gilbert at the "C" house.  
C. W. Halstead, local operator of the Arrowwood hospital, is a patient in the Calgary Hospital. He was called by telephone to the hospital and will spend about ten days at the hospital.  
Reports of farm machinery from the Arrowwood district have been received recently during the past three months. They, being in the order to collect, which is in the past due. There is a right here at home. A recent report indicates that the farmers of Saskatchewan are indebted to the implement companies for approximately twenty million dollars, 80 per cent of which is in past due. There is no alarm for, according to the figures, the average indebtedness is only \$100 a man and one good crop would wipe all the red ink off the books.  
More does will open into him.  
Who carries those golden keys? One of them is, "I thank you."  
And the other, "If you please."

In 1903 which was but 39 years ago, over 150 railroads were bankrupt. In 1925, soldiers guarded the National Treasure against raids. In 1927, most of the factories on the Eastern seaboard were closed, and \$5,000,000 could be purchased for less than \$250. In 1928, we hardly knew how to live, and now we are trying to live. So you worry this year. The ghosts of our vanities are still to smile at our fanciful calamities.  
If the Institute of Women Drivers were to be held in this country, the greater sex in Canada will be able to take an official course in the front and back seat driving. The Institute, which had the sponsorship of safety organizations, states that there is more to back seat driving than nagging. The sorted back seat driver is a sort of alarm clock, often arousing a sleepy driver, or calling into attention to vision of the road and back seat driving.  
The seven dump cars that have lived at the rear of Wm. McConnell's residence for the past twenty years, are to be taken to the Peace River. Many have wondered at the history of the dump cars. They were used in the construction of the Alberta Great Western railway south of the river. After ditch was finished they were hauled to Gleichen and have lived here ever since. Some of the dump cars have been forgotten. Scott McConnell states that some years ago he saw one of the dump cars on the cars at it was the intention to sell them some day.

Day of Sports Has Been  
Promised For Next Tuesday  
Events Will Start at 9 o'clock

Arrowwood, Queenstown, Bassano and Gleichen will  
Provide the Baseball Entertainment; Children's  
Races and Other Sports Will be on the Program;  
Grand Ball in the Evening.

Only a few more days until Gleichen's annual sports day—May 24—arrives for which an attractive program has been arranged. There should be a good attendance as usual this year if the weather is fine. Already around town considerable interest and talk is taking place in regard to the ball tournament.  
The program of events will be crowded full for the afternoon. In fact so much is included that some will likely be overlapped making a choice of events to suit all who attend.  
Interest in the various events and especially the baseball tournament is being keen. The baseball tournament is between teams from Arrowwood, Bassano, Queenstown and Gleichen, and promises to be the most keenly contested of the many, these old rivals have engaged in and a big following is expected from each of these points. The first game is scheduled to begin at 1 p.m.; second game at 2:30 p.m. and the final at 6:30 p.m.  
There will be all kinds of sports for the children of all ages which will begin at 3:30 o'clock. Cash prizes will be paid to the successful winners of each contest.  
An Indian pony race will be one of the attractions of the afternoon. Desjardins is busy looking after this and will have a minimum of seven entries.  
A big dance is slated for the evening, beginning at 9 p.m. In the admission charges supper will be provided. A real snappy orchestra will be on hand for the occasion.  
The sports committee set up that all who have flags and wanting to set it for the 24th an give the town a holiday appearance. Most everybody in town has a flag or two and if they are put up, the results derived by the committee will have been obtained.

TOWN AND DISTRICT

School will be closed on Monday, May 22nd, as well as Victoria day.  
Monday the big cattle-trader and leader of the Blackfoot, who started it annual job of grading all the streets in town. Those streets that have been graded look much better for the treatment. The Blackfoot is in charge of the engine while Townsman Lester tests and runs the grading mechanism on the giant grader.  
Britain's departure from free trade has its difficulties. A consignment of monkeys arrived here from the Continent. The railway company taking delivery maintained that as monkeys were obviously four-legged animals, there should be no duty to pay. Not so, replied the customs officers, monkeys have two hind legs and two fore legs, therefore they are bipeds. Customs headquarters in London finally ruled the monkeys should be placed in the quadruped class and freed from duties.  
Grandma: "I don't feel much better now, and I've told them to buy me something new, but they say no duty to pay. But it was none of the minister to call and see about it."  
Daughter: "But, mother, that was the new minister, that was a specialist from the city who examined you."  
Grandma: "Oh, he was a doctor, was he? I thought he was a little familiar for a minister."

FEWER AND BETTER TOWNS

It would appear that the tendency of future development in the upbuilding of our country will be towards fewer and better towns and villages, rather than the present horse drawn villages. In the midst of that development the automobile age commenced. The result has been a drain of population from those towns and villages which lacked strategic locations.  
Fewer and better towns and villages would be of advantage to the agricultural life of the province. These centres of population could be built up to give relief to the farmer in the way of better hospitals, public libraries, centres, stores, agents, post offices and services and newspapers. In other words, a town or village becomes a real centre for the farmer.  
This automobile is here to stay and the future history of our towns and villages will be built in the hands of this means of travel. Those communities which have progressive business and professional men growing in their habitations—people who give the highest type of service at the most reasonable cost will grow steadily, leaving the backward towns and villages to slowly perish at the roadside.

In one year, the wood-using industries of Canada make more than one and a quarter million gross dollars worth. They also produced close to two-and-a-half million wooden heads, over one hundred thousand children's sleighs and two-and-a-quarter million cigar boxes.

MISS W. GILHOOLY  
ADDRESSES UNITED  
CHURCH GIRLS

Miss E. Winifred Gilhooly, Secretary of the Girl's Work for the province, visited the district last week. On the afternoon of the 11th, a meeting was held at Arrowwood to arrange for the annual Girls' Camp. There were representatives from Arrowwood, Brant, Gleichen and Vaux. It was decided to have a camp and the tentative dates are July 1-11. That evening Miss Gilhooly addressed a group of daughters and mothers. On Thursday the 12th, she returned to Gleichen and met the Gleichen girls in a banquet session held in the United Church. Miss Van Valkenburg and Mrs. G. W. Evans were in charge and a very beautiful table at 6:45 p.m. Miss Gilhooly gave a splendid girls' talk. The fourfold program of the physical, intellectual, social and religious sides of girlhood was outlined. The girls received the idea of the Adventure of a Girl. At the close of her address Mrs. Gilbert made a brief report for flowers for the service the following week.  
Much credit is due to those that promoted the supper. It is expected that a few of the girls will be able to attend camp this summer and the prospect for girls' work next fall is very bright. The next evening Miss Gilhooly left for Mile where she addressed a mother and daughter banquet that evening. Miss Gilhooly is directing the Calgary Girls' Camp this summer.  
This week we are to have Tom Haythorne, the Provincial Boys' Work leader, in town. He will be here on Saturday and a meeting of those interested in a Boys' Camp is called most at Arrowwood that evening. Mr. Haythorne will speak at the United Church service on Sunday, May 22nd.

DOINGS OF THE  
BALL BABIES

Softball teams have a job on their hands keeping their teams intact. Every few days some player leaves a job in the country which as a rule is so far off that he is unable to get in. Result managers have to hunt for more players or borrow men from other teams.  
The 22nd Battery put the skills under the Outlaws in their first league game to the tune of 25-0, on Monday evening. Manager Moss signed Doug Young to his band of Outlaws as his pitcher. Doug drilled the goods but the support he received was poor. Jacks all for losing the game was stepped on a bit. There must be some truth to this as he is hoping around on one leg.  
The softball league is on its second week of the long schedule. So far no games have been postponed, but some long ones have been recorded. The practice games on Sundays and evenings, when there is no staging game promise some excellent exhibition affairs.  
The Agnew Trophy arrived in town Tuesday morning for the Gleichen Softball Association to contest for. It is a beautiful silver mug mounted on a mahogany base and engraved on it is "Agnew Trophy, Gleichen Softball Association." The trophy is a trophy the club will have plenty to fight for this summer and some real hot games will no doubt be witnessed later on.  
The biggest crowd that has turned out this time for the Agnew Trophy is at the park Monday night to see the Outlaws and Battery play. It was a chilly evening.

SOFTBALL LEAGUE STANDING

Outfitters	W	L	Pt.
Battery	2	0	4
Maplebrook	1	0	2
Meadowlands	0	1	0
Outlaws	2	0	0

WHEAT GUARANTEE  
SEVENTY-SEVEN  
CENTS THIS FALL

Seventy-seven cents a bushel for No. 1 Northern wheat, Winnipeg, is the crop price guarantee offered by the International Harvester Company of Canada, Limited, to its Canadian customers.  
Charles R. Morrison, of Chicago, Director of Canadian Sales, is a statement issued at Winnipeg said:  
"Our company is convinced that the reluctance of the farmer to buy implements required for the more economical production and harvesting of their crops is due to the present unsatisfactory wheat prices and we believe that if they are assured of higher prices for their wheat they will not hesitate to purchase the modern cost-reducing machines which they now need more than ever."  
"The purpose of this offer is not merely to stimulate sales of Harvester products but to also give substantial evidence of our faith that wheat prices must and will soon improve."  
"This offer is similar to the plan recently announced by the Harvester Company in the United States. The wheat price guaranteed for Canada is 77 cents, Winnipeg, for No. 1 Northern wheat instead of 70 cents, Chicago. The No. 2 Hard in the United States, the difference representing the average spread between the two grades."  
"While this price guarantee is based on wheat, it is not necessary that a farmer raise wheat for market in order to take advantage of the offer."  
"Any farmer in Canada, regardless of what he raises as his principal crop, is entitled to the equivalent number of Corn-Deerhead machines under the favorable terms of this plan. We hope it will be generally understood that there is no element of barrier involved in this offer. We do not propose to crop wheat for machines but to offer a guarantee of the price of wheat at the time of 1932 harvests."  
"On notes given and maturing in 1932, representing not more than 40 per cent of the purchase price, there will be endorsed the equivalent number of bushels of wheat, computed every five days some place near Winnipeg, for No. 1 Northern."  
"If the average Winnipeg market quotation for the five-day period prior to and including the maturity date of the note is less than 77 cents, the purchaser will be credited in his statement with an amount representing the price differential multiplied by the number of bushels endorsed on the note."  
"I take this opportunity of reiterating what the Company said in its recent annual report for 1931—that the present abnormally low prices of farm products could not long prevail; and also that only a slight improvement in prices for farm products would have an important effect in increasing the vicious circle into which business has been forced in the past three years. We are now past that stage."  
"Victoria Day is to be fittingly celebrated in Gleichen. To provide a good time for everyone" rather than endeavor to make a profit, should be the ambition.

ITEMS OF INTEREST  
OF THE TOWN  
AND DISTRICT

The interior of the dressing rooms at the swimming pool was painted last week.  
Mr. and Mrs. Doug James and child of Calgary are spending a couple of weeks in town visiting with Mr. and Mrs. W. H. James.  
A number of the guarantors of the Chateau met in the town office, Monday evening and laid plans to put over the entertainment this year.  
The town is now pretty well cleaned up of its winter rubbish of tin cans and sashes. This year the rubbish has been dumped in some of the holes near the railway track.  
After an absence of five years in the past playing hockey, Doug Young accompanied by his wife and children, motored into Gleichen last week to visit his parents, Mr. and Mrs. James Young. Doug's home is now Detroit, where he plays with the Detroit Falcons. Doug was born, raised and learned to play hockey in Gleichen. He will spend a couple of months visiting here.

Gleichen Flour  
Mill

Best Ideal Flour, Patent Flour and Wheaties are always on tap at the mill. There is also a quantity of Bran and Shorts on hand.

Mill always ready to do business.

Cliff, Fleury

PLASTERER  
AND  
BRICKLAYER

All Work Guaranteed  
FIRST CLASS  
Estimates Gladly Given  
GLEICHEN, ALBERTA

QUALIFIED  
WATCHMAKER  
JEWELLER

Prepared to repair all kinds of watches and clocks and jewelry.

ALL WORK GUARANTEED  
SATISFACTORY, AND DONE  
AT REASONABLE RATES.  
V. HACKWORTH,  
GLEICHEN, ALBERTA

Bolivar Chickens Are  
Better Chickens

They are bred to a STANDARD not down to a PRICE. Alberta chicks; Leghorns 12c; Reds, Rocks, and Wyandottes 14c; B. C. Chicks 2c higher.

EXPERT SERVICE ON CUSTOM HATCHING  
LOWEST RATES

Bolivar Hatcheries Ltd.  
240 Third Ave. E., Calgary. PHONE R7178

OR  
CLOVERDALE, B.C.

Gleichen Chateau—June 14 to June 17th.



# For All Who Prefer Quality

# "SALADA"

# TEA

"Fresh from the Gardens"

## Reducing Costs Of Government

Continuing discussion of the above subject, let us consider in a little more detail some of the many duplications in services on the part of the Federal and Provincial Governments.

First, agriculture. Both Governments maintain experimental farms or experiment, illustration or demonstration stations, forestry farms, etc. This work should be confined exclusively either to the Dominion or to the Provinces, and, as conditions vary so greatly as between the provinces, this class of work might well be left to them. The Dominion Department of Agriculture might well confine its efforts to establishing and maintaining standards of weight and quality of all agricultural and allied products, safeguarding the health of animals, preventing the introduction of diseased animals, impure seed, and infected tree and plant life from abroad. Responsible for the fixing and maintaining of standards of quality, the Dominion would likewise be responsible for promoting the sale of these high standard products in the markets of the world. Let the provinces look after the educational and production end, and the Dominion the maintenance of uniform Canadian standards and the development of our export markets for these uniformly high quality products irrespective of province in which they are produced.

Public health. Here, too, the Dominion might well confine its work to safeguarding the health of all through the prevention of disease resulting from disease-afflicted people entering the country, while leaving to the provinces the general work of health education among its people, health inspection and disease prevention. And just as the prairie provinces now pay the Dominion for police services, so the Dominion might pay the provinces for carrying on the necessary health work among the Indian wards of the nation. The Federal Department of Health could thus be done away with, and the work performed through the Immigration Department on the one hand and the Provincial Departments of Public Health on the other hand.

Then there is that most prolific source of friction between Federal and Provincial Governments, namely, company incorporation, company law, inspection, taxation, etc. Hardly a year passes that there is not some reference before the courts to settle the respective jurisdiction of Federal and provincial authorities in regard to these subjects. There is also the heart-burning issue where provincial governments through local government boards, utility commissions, or some similar body, seek to protect their people from irresponsible, not to say dishonest, company promoters and high pressure stock salesmen, but whose best efforts are brought to naught because such companies by obtaining Dominion rather than provincial incorporation can defy the provinces.

It would seem as if all company incorporation should be Dominion, rather than partly Dominion and partly provincial. Then any company could do business in any or all the provinces. If some company desired to engage in a purely local business, its incorporation fee might be made smaller, and its charter so restricted, if desirable, but if all company incorporation was vested in the Dominion, all incorporation fees could be reduced and at the same time Dominion revenues would be increased. Certainly, a vast amount of friction and litigation, not to speak of much duplication in taxation, would be ended, and all Canadian business except the lawyers, would benefit thereby.

Changes such as suggested would mean loss of revenue to the provinces, and increased revenues to the Dominion. It therefore follows that there should be a readjustment of taxing powers. Under the B.N.A. Act the provinces are limited in their taxing power to the imposition of direct taxes, while the Dominion can impose both direct and indirect taxes. The field of indirect taxation is much wider than the field of direct taxation. The Dominion, therefore, might well withdraw from the latter field and leave it to the provinces. By and large this would mean the dropping by the Dominion of the income tax, and leaving that source of revenue exclusively to the provinces.

This is surely worthy of consideration. In the meantime, however, with both Federal and Provincial Governments levying taxes upon income, and with both governments maintaining income tax departments for the levying and collection of such taxes, is it not possible to eliminate the waste of taxpayers' money resulting from such duplication of departments by some arrangement whereby either the Dominion would collect for the provinces, or the provinces when collecting their taxes would likewise make collection for the Dominion? Whichever body was saved the expense might pay to the other a percentage fee on the money collected for it. Not only would the money now wasted in duplication of collecting agencies be saved, but the public would be relieved of much annoyance and the necessity of filing duplicate sets of returns and calculations.

Furthermore, surely it is high time a stop was put to such practices as the one introduced in the recent budget at Ottawa whereby the Dominion imposes a tax on businesses conducted by provincial governments. The recent budget imposes a tax of five cents on every long distance telephone call. This really means an increase of that amount in long distance telephone tolls, which business in these prairie provinces is the exclusively business of the provincial governments. If that additional sum is to be extracted from the patrons of the long distance lines, then it should accrue to the provincial governments, and not to the Dominion. But the Dominion steps in and imposes this tax on provincially-owned public utilities, and even throws additional expense upon the provinces to collect the tax, and do the additional bookkeeping and accounting work which it will entail. This is most illogical and unfair. It would be just as reasonable for the provinces, if they had the power, to impose a tax upon the business transacted by the post office department.

So, in conclusion, we would again emphasize the view expressed in a previous article in this column, namely, that it is expedient that a conference of all the provinces with the Dominion be held with a view to amending the B.N.A. Act, removing therefrom the many causes of dispute between the Federal authority on the one hand and the provinces on the other, more definitely defining the spheres of control of each, and clarifying their respective fields of taxation. The taking of such action would be a long step forward towards reducing costs of government in this country.

Corn is found in 18 out of 43 articles of food in the everyday ration of the average family.

for PIMPLES

Add an equal amount of cream, or sweet oil, to Minard's, and apply the mixture once daily. A simple treatment which will clear up your skin!

**MINARD'S**

"KING OF PAIN"

**LINIMENT**

W. N. U. 1939

### Manitoba-Ontario Highway

The trans-Canada Highway east from Whitemouth, Man., to the Ontario boundary has been completed and formal opening of the 45 mile stretch to Kenora will take place with appropriate ceremonies on Dominion Day, July 1, under the auspices of the Manitoba and Ontario governments.

Douglas' Egyptian Liniment is without a rival. Stops bleeding instantly. Cauterizes wounds and prevents blood poisoning.

Don't believe everything you hear about Egyptian cigarettes. The growing of tobacco is forbidden in Egypt. The tobacco used for the cigarettes is grown principally in Turkey.

### Making Better Use Of Sunlight On Farms

New British Glass Substitute For Window Lighting Is Brought To Farmers

During the past fifteen years there has been much scientific studying of sun rays and their effect on human beings and animals. Ultra-violet rays particularly have been studied. Even the scientists themselves are unaware exactly how ultra-violet rays affect growth, health, and development in both vegetables and animals. They are, however, known to be largely responsible for all three. After exhaustive researches, means have been found not only to produce them artificially, but to facilitate their entry in a natural state into ordinary buildings by using specially prepared material of low cost for window lights.

It is probable that this is one of the greatest boons conferred on farmers, poultrymen, market gardeners, and smallholders by scientists for some time. The specially prepared material referred to surpasses ordinary window glass in that it will permit the passage of ultra-violet rays. Glass will not do so. Thus, since it is flexible and almost indestructible, it offers immense possibilities for the lighting of livestock sheds, chick and laying pens for poultry, hot and cold frames in the vegetable and flower garden and special covers for raising young plants in the open much ahead of the usual time.

The advantages of using a material which will transmit ultra-violet rays are not theoretical; they have been proved to be profitable in actual tests. Take poultry for example.

Tests carried out both in this country and England have shown that chicks can be raised earlier in the year in brooders which are lighted with the new material and that in winter months adult birds housed behind it lay more eggs.

Another test made in England with a flexible glass substitute called "WINDOLITE" which has now been made available in Canada, showed that a flock of 30 hens behind ordinary window glass averaged 39.20 eggs per hen for the six months from May to December. Another flock behind the glass substitute averaged 78.27 eggs per hen for the six months. Those figures are, in themselves, conclusive.

As far as chicks are concerned, there is decidedly less leg weakness and the usual chicken mortality in brooders is very largely removed.

Livestock buildings and barns lighted with this material should be healthier for animals. One eminent British medical authority states his belief that tuberculosis in cattle is largely due to their being deprived of ultra-violet rays in dark sheds in winter.

In the garden, berry crops, lettuce and all other small plants can be brought to maturity a fortnight earlier, and have been found to be bigger and of better flavor if grown under covers made of this material.

Another factor in favor of using the new glass substitute is the extreme cheapness, strength and handleability.

The new British glass substitute for window lighting actually costs less per square foot than ordinary window glass; is unbreakable, except by extreme violence; retains its translucency and ability to pass ultra-violet rays indefinitely and is unaffected by severe climates—yet its weight is less than one fourteenth that of ordinary glass.

"The effect of a true education is to enable a man to assess values and to give him a sense of proportion."

Dogs, like humans, have two sets of teeth.

British inventors are active in producing new metal alloys.

## Build Up Health With Spring Tonic

The fashion of taking a Spring tonic is based on sound medical grounds. Winter has thinned and devalued the blood stream so that it isn't carrying enough oxygen. That is the reason for the listless, languid, easily-tired-out condition so prevalent at this season.

What is needed is a tonic—one that will build new blood and restore and purify the blood stream, and thus enable it to carry the energizing oxygen that quickly revitalizes the whole system. Thousands have proven that Dr. Williams' Pink Pills are the ideal tonic for this purpose.

Mrs. A. Merritt of Welland says: "Again last Spring I became ill. I could not do my work; was pale, weak, and tired all the time. I took Dr. Williams' Pink Pills and they soon made me strong and happy again." Try them and experience for yourself the new strength and vigour they will bring you. At your druggist's in the new glass container. 50c a package.

## Head Colds Relieved with Vapoars

Snuff Vicks up nose or melt in hot water and inhale vapors

**VICKS**

2 VAPORUB

OVER 14 MILLION JARS USED YEARLY

### Fewer Car Licenses

Registration Of Motor Vehicles In Canada Drops In 1931

For the first time, the registration of motor vehicles in Canada showed a decrease in 1931, the total for all classes being 1,208,836 as against 1,239,888 for 1930, a decrease of 31,052 vehicles, or 2.7 per cent.

A report issued by the Dominion Bureau of Statistics shows passenger automobile registrations decreased from 1,047,494 cars in 1930 to 1,024,385 last year.

Total taxes collected through registration fees, mileage on buses, etc., amounted to \$19,684,908, which was \$481,375 less than in 1930. Eastern provinces showed increased revenue from this source while the prairie provinces and British Columbia all recorded decreases. The total gasoline tax collected amounted to \$22,546,119 as against \$22,655,225 for 1930.

Canada, with an average population of 8.6 persons per motor vehicle, had a greater total registration than any other country except the United States, the United Kingdom and France.

### A Real Driving Power

Joy In Work Carries People On To Success

Is there not rather a tendency as we grow older to lose our enthusiasm, to get a little dull, a little blunted, and to say that we have sobered down? Yet how a joy in work carries a man on! It drives him forward in the absorbing pursuit of an ideal, through the rough and smooth places of the world, forgetting all else, but the object of his search, in invention, in labor, in art, and in—yes—in holiness.

Fresh Supplies In Demand. Wherever Dr. Thomas' Electric Oil has been introduced increased supplies have been ordered, showing that wherever it goes this excellent Oil impresses its power on the people. No matter in what latitude it may be found its potency is never impaired. It is put up in most portable shape in bottles and can be carried without fear of breakage.

### Regina Man Chosen

Colonel A. G. Styles Will Command 1932 Blesley Team

Col. A. G. Styles, of Regina, will be the commandant of Canada's 1932 Blesley team, the Dominion of Canada Rifle Association has announced. Col. Styles is officer commanding the 19th Infantry Brigade with headquarters at Regina.

The adjutant of the Dominion's team to participate in the National Rifle Association meet at Blesley will be Captain F. Gardiner, of the Vancouver Regiment.

Members of the team are now being selected and announcement of the complete personnel will be made in May. The team will have 18 shooting members in addition to the two officers named. It will sail from Montreal on June 11, returning to the Dominion about August 1.

### Would Change Neighbors

Canadians To North Of France Would Be Welcome

Canadians as neighbors to the north of France would be welcome, indeed, were it geographically possible, Jules Jusserand, former French ambassador to the United States, let it be known in an address at Paris.

In a reference to fortresses being built on the French northern frontiers, Mr. Jusserand, whose address pleaded for less sarcasm and more brotherly love between France and the United States, said:

"Will you (people of the United States) change your neighbors? Take ours and give us the Canadians."

### Completes Winter Work

"The flying box car" of the north country, JR-52, a huge Junkers aeroplane, flown to Winnipeg from Montreal last December, arrived back from Norway House, having completed freight operations for the winter. She will remain in Winnipeg until after the spring break-up, when she will be fitted with pontoons and sent back to her summer work.

A new synthetic rubber that has been produced can be vulcanized by heat alone without addition of sulphur.

### May Be Money Maker

Mystery Trips Of English Railway Have Double Appeal

There is a man of imagination at the head of the passenger traffic department of the Great Western Railway in England. He is the person who evolved the idea of a cheap excursion trip to an unexplored destination, first tried out on Good Friday when a "Hikers' Mystery Express" started out from Paddington Station under sealed orders. All that the passengers knew was that they were bound for some attractive spot on a day's holiday. The destination, when revealed, turned out to be one of the beauty spots on the upper Thames.

The appeal here was a double one: To the sense of mystery and to the gambling instinct. As against the competition of the private automobile and the excursion buses, railroad travel suffers from lack of flexibility. In an automobile you may go where you please, at least in theory; in practice you go where every other automobile goes. The railroad route is fixed. The idea of a train leaving for the unknown removes that handicap. As for gambling, who can resist paying a dollar for a trip that may turn out to be worth \$1.50?

### Miracle Just the Same

Earthquake Destroyed Walls Of Jericho And Opened Up River Jordan

Two "miraculous" earthquakes, one of which destroyed the walls of Jericho and another which enabled the Israelites to cross the River Jordan, were described as a result of the excavations made at Jericho by the Prof. John Garstang expedition to the Holy Land.

The miracle of destroying the walls of Jericho, which was under siege by the Israelites, was due to an earth tremor which caused the walls to fall outward and enabled the attackers to climb over them into the city.

"The Jordan Valley in which Jericho is situated is very susceptible to earth tremors," said Sir Charles Marten in communicating the findings of Professor Garstang to the press. "In 1927 an earthquake damaged the River Jordan and obviously a similar occurrence enabled the Israelites to cross it."

"Evidence of an earthquake does not destroy belief in the miracle. Surely, it was a miracle that an earthquake could occur at the particular time when the Israelites were besieging the city."

### Would Make Second Trip To Antarctic

Rear-Admiral Byrd Proposes Another Visit To South Pole

Rear-Admiral Richard E. Byrd, retired, upon completing a two-day lecture engagement at Cumberland, Maryland, recently, confirmed reports that he would head another expedition to the South Pole. No time has been set, pending arrangement of details. Scientific data collected by the Byrd expedition during 1928-1930 also must be edited and published before the next venture begins.

Whereas "Little America," the base of the first expedition, lay on the ice shelving the Ross Sea 750 miles from the Pole, Admiral Byrd next time plans to establish a permanent base on a nunatak within 300 miles of the Pole and visible on all sides over the vast polar plateau.

The nunatak base would be so windswept as to escape being covered by snow and ice and from it dog teams would proceed wherever needed and always be within striking distance of the Pole.

### Transportation Commission

Not Likely That Report Will Be Submitted For Some Time

Practically no likelihood exists, it is understood, of the report of the transportation commission being tabled in parliament this session. If by any possible chance a report is completed before prorogation it would be an interim one only and very brief.

Under the chairmanship of Mr. Justice Duff of the supreme court of Canada, the commission is now holding sittings in the Supreme Court of Canada Building. The problem is still engaging the attention of the commission.

The inquiry of the commission opened early in December. A trip was made across Canada, and the presidents of the two railway systems, a number of other leading railway officials, the provincial governments, boards of trade and other representative bodies have been heard.

Angry Parent (striding in dimly-lighted room): "Young man, I will teach you to make love to my daughter."

Daring Dan: "Wish you would, old boy; I'm not making much headway."

### Cuban Earthquake

### Recorded At Ottawa

Delicate Seismographs At Ottawa Observatory Register Ostrubace

The earthquake at Santiago, Cuba, on February 8, 1932, was well recorded by the seismographs at the Dominion Observatory, Department of the Interior, Ottawa. By means of the seismographs the distance to the epicenter was found to be 2,760 kilometers or 1,700 miles, and the time at the origin 1-15-57 a.m., Eastern Standard Time. The maximum ground displacement at Ottawa was about one-hundredth of an inch. According to press reports the damage in the city of Santiago was estimated at \$10,000,000. Nine persons were killed and the casualty list was about 300.

### The Age Of Judges

Long Experience Rather Than Youthful Enthusiasm Needed On Bench

It has been said in the House of Commons that judges are too old. 65. No statement could be more absurd. What is needed on the judicial bench is not the fire and enthusiasm of youth, but long experience of life and law. Calm wisdom is the fruit of advancing age. Some of the most famous and permanent judgments in British legal history have been pronounced by men in their seventies and eighties.

## Tells Dyspeptics What To Eat

### Strict Diets Often Unnecessary

It is a well known fact that some foods have a strong tendency to produce excessive stomach acidity and consequent indigestion. By omitting from daily meals those foods that experience proves do not agree, and limiting the diet to certain tasteless unappetizing foods, stomach troubles may in many instances be slowly overcome. Nine times in ten, however, indigestion, gas, etc., are due to excessive acidity and the premature souring of food in the stomach. Keep the stomach content and sweet by freeing it of this extra acid and then sufferers can eat the foods they like best and as much as they want in reason and have no stomach trouble at all. Thousands of people do this daily by merely taking after every meal a little Bismarck Magnesia, which can be had at any good drug store in either powder or tablet form. Bismarck Magnesia instantly neutralizes stomach acids, stops food fermentation and meals digest as naturally and painlessly as in the stomach of a healthy child. Stomach comfort means a lot and most folks like good things to eat. Enjoy them both by making Bismarck Magnesia your daily after-eating protection.

### Riding Mountain Park Golf Course

Riding Mountain National Park, Manitoba, now has a nine-hole golf course, which has been brought up to good playing condition. It was very popular during the past summer with both residents and transients in the park. An additional nine holes will be added in the near future.

The indications of worms are restlessness, grinding of the teeth, picking of the nose, extreme peevishness and often convulsions. Under these conditions one of the best remedies that can be got is Miller's Worm Powders. They will attack the worms as soon as administered and they pass away in the evacuations. The little sufferer will be immediately eased and a return of the attack will not be likely.

Savings bank depositors in Austria are reported to be withdrawing their money to hoard it.

"I'm going, anyway"

THE modern Miss needs no "time out" for the time of month.

If you've ever taken Aspirin for a headache, you know how soon the pain subsides. It is just as effective in the relief of those pains peculiar to women!

Don't dedicate certain days of every month to suffering. It's old-fashioned. It's unnecessary. Aspirin will always enable you to carry-on in comfort. Take enough to assure your complete comfort. If it is genuine Aspirin it cannot possibly hurt you. Aspirin tablets do not depress the heart. They do not upset the stomach. They do nothing but stop the pain.

Headaches come at inconvenient times. So do colds. But a little Aspirin will always save the day. A throat so sore that you can hardly swallow is made comfortable with one good gargle made from these tablets. Neuritis. Neuritis. Rheumatism. Pains that once kept

Tablets Aspirin

Genuine



THOUSANDS of experienced housewives, from Halifax to Vancouver, use St. Charles Milk exclusively. The improved flavor of their cooking and the economy makes St. Charles Milk doubly appreciated.

Be sure you ask for St. Charles Milk. No other evaporated milk will give you a wonderful rich, creamy flavor.

**ST. CHARLES MILK**

C. N. R. Efficiency

Impressive Economy Record Established For Year 1931

Figures upon the operation of the Canadian National Railways for the year 1931 indicate that an impressive economy record was established in the face of heavily declining revenue. The operating revenue for the year reached \$177,273,700, as compared with \$221,770,445 for the preceding year, a decrease of about 20 per cent. Net operating expenses were \$189,688,000 as against \$195,259,507 for 1930, a decrease of 13 per cent. The system, therefore, exclusive of the lines operating under the Maritime Freight Rates Act, will show an operating surplus of about \$7,585,700 for 1931. This, of course, is a very slight help toward paying the enormous burden of interest on capital investment, but it is at least an operating profit.

The really encouraging thing about the report from Montreal, however, is that while freight traffic revenue dropped about 16 per cent, operations were so arranged that the gross tonnage carried on each freight train operated was maintained and slightly increased. Speed of operation was increased and fuel consumption decreased. Passenger train service mileage operated was 25 per cent. less in December, 1931, than in December, 1930, and 29 per cent. less than in December, 1928, but locomotives were kept up to the usual average, and "on time" performance for the year set a new high record.

These figures indicate that the efficiency of the system is being improved in the time of adversity, and with an increase in freight and passenger traffic, such as may be expected with a gradual return to normal conditions, the relation of operating net revenue to overhead cost should be greatly improved.—D. P. C. in The Border Cities Star.

A hick town is any town, and the bigger the town the bigger the hicks contained in it.

The Egyptian year was divided into three seasons, called the Inundation, Sowing, and the Harvest.

Uruguay expects bumper crops this season.



people home are forgotten half an hour after taking a few of these remarkable tablets. So are the little nagging aches that bring fatigue and "nerves" by day, or a sleepless night.

Genuine Aspirin tablets cost so very little after all, that it doesn't pay to experiment with imitations!

(Made in Canada)



**WONDER PAPER**  
 A List of "Wonder" Inventions  
 Full Information sent Free on Request  
 The RAMSAY Co. 727, ST. JAMES ST.  
 10¢

**PATENTS**  
 A List of "Wonder" Inventions  
 Full Information sent Free on Request  
 The RAMSAY Co. 727, ST. JAMES ST.  
 10¢

**THE HOUSE OF DREAMS-COME-TRUE**  
 -BY-  
 MARGARET FIEDLER  
 "The Reward of Virtue"  
 Holder & Bronghton, Ltd., London

**CHAPTER XVIII.—Continued**  
 For a moment they faced each other, his eyes stormy as cloud behind dark with anger. His hands clenched themselves.  
 "If I could," he said hoarsely, "I would make it my business."  
 The wheeled round and left the room without another word. Jean stood staring dazedly at the blank panes of the door which had closed behind him. She wanted to laugh, — or to cry, for laugh, because with every pulse word he revealed the thing he was so sedulously intent on keeping from her. To cry, because he had taken her pretended indifference at its face value, and so another dim of misunderstanding had risen to bridge the veil between them—the veil which he would not, and she, being a woman, could not, draw aside.

**CHAPTER XIX.**  
 The Spider  
 Probably masculine obtuseness and the feminine faculty for dissembling are together responsible for more than half the broken hearts with

*"I haven't been so happy for years"*

*"I've just thrown out all my dust clothes"*

*"I've found how to do the work better, easier and quicker"*

*"I've never seen anything like Wonder Paper. It really does, and tells the tale in the same time, it is like magic, and so easily, and you can be told it."*

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which the highways of life are littered.  
 The Reclining Parent, the Other Woman—be she never so guileful—or the Other Man, as the case may be, are among them as he is potent a menace to the ultimate happy issue of events as the mountain of small misunderstandings which a man and a maid of love are capable of piling up for themselves.

The man is prone to see only that which the woman intends he shall — and so not respecting feminine truth is going to unveil the mysteries of her heart until she is very definitely assured that it is precisely what the man in the case is aching for her to do.

So the dismistakes with all the skill which Nature and a few odd thousand years of old tradition have taught her and pretends that she's only Man in the World means rather less to her than her accomplices, also bumble. With the result that he probably goes idly and awfully away, convinced that he hasn't an outside chance, while all the time she is subtly quivering to pour out to him the whole treasure of her love.

In this respect Blaise and Jean were not dissimilar as any other love-betrothed pair.

Following upon their quarrel over the matter of Blaise's attitude towards Geoffrey Burke, Tormarin retreated once again into his fastidiousness of old reserve which seemed to deny the whole memory of that "magic" night. And Jean, because she was unhappy, flitted out roughly with the origin of the quarrel, but she had been in the mood in the favour of excitement lent to the proceedings by the fact that Burke was in deadly earnest.

Playing with an "unemployed bomb" she had been in the mood of off other matters, and enabled her momentarily to forget everything which she had been so sedulously intent on keeping from her. To cry, because he had taken her pretended indifference at its face value, and so another dim of misunderstanding had risen to bridge the veil between them—the veil which he would not, and she, being a woman, could not, draw aside.

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self and the woman he loved. While Jean grew restless and angry and flung herself into every kind of amusement, she offered, wearing little fine under the combined mental and physical strain.  
 Claire, perceiving the nervous tension at which the girl was living, was wistfully troubled on her friend's behalf, and considered her anxious behaviour to Nick.

"I think Blaise must be crazy," she declared one day. "I'm perfectly convinced that he's in love with Jean, and yet he appears prepared to stand by what Geoffrey Burke completely believes in."  
 Nick nodded.

"If I can't understand the fellow, I'll have a cup of tea to find out what she's like," he said.

They were packing up and down one of the travelled ways that intersected the famous rhododendron shrubbery in around Harold. Later he was interviewed by professors of smart University who declared that he had a virgin mind so far as the civilized world measures him. Nevertheless he had an alert mentality.

A schooner of her pined him. Although he was a virgin mind so far as the civilized world measures him. Nevertheless he had an alert mentality.

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**Found Lots To See**  
 Forty-Six-Year-Old Man Amazed At Modern World  
 Electric lights, telephones, radio, photography, typewriters, automobiles and motor cars, the sea, steam boats and locomotives, tall buildings and aeroplanes, and the most commonplace things bewildered Percy Goldsmith, 46 years of age, when he made his first trip away from the farm in which he was born.

He lives on a small farm in the Lake Towns district in the secluded corner of "Manitoba," and he says that he does not produce himself—fear, terror, and clothing are supplied by his two brothers, also farmers, who pass his place on their fortnightly trips to the little town of Oakton.

Percy was almost mentally exhausted after a newspaperman had phoned him around Harold. Later he was interviewed by professors of smart University who declared that he had a virgin mind so far as the civilized world measures him.

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## The Man who needs Life Insurance most

is the man who cannot get it!

Ask any of the 400,000 men who last year were "turned down" by the life insurance companies when they wanted insurance.

An accident, or a few days of illness often convert a good risk into a rejected applicant.

The policy you can buy to-day may not be obtainable next year.

Wise men are buying all the life insurance they can while they are still insurable.

Three billions of insurance is carried by the Sun Life on the lives of men who refuse to take the chance of finding they are ineligible for insurance.... when they need it most.

The time to insure is NOW

### SUN LIFE ASSURANCE COMPANY OF CANADA

Head Office: MONTREAL

Ad No. 736

**77c**  
WHEAT

**INTERNATIONAL HARVESTER CROP PRICE GUARANTY**

You can now purchase a McCormick-Deering tractor or any McCormick-Deering farm machine with a definite price guaranty on wheat at 77 cents a bushel, Winnipeg quotation. If market quotations for wheat do not reach the guaranteed price at this time payment becomes due on notes given after this date and maturing this year, farmers buying equipment under this plan will receive a credit equal to the difference.

Come in and get full details on the Harvester Company's unique Wheat Price Guaranty. Even though you do not raise wheat for market, you are entitled to purchase equipment under the terms of this offer.

T. H. BEACH, Agent

PHONE 15 GLEICHEN

In any newspaper you can find six-twenty years old. "Why do those boys of charming women underneath printers always leave out that word which it reads: "Miss So-and-So-"(What?)"

## News Sensation!

**\$6.70**

Size 22x40-21

In the price of a first quality Goodyear tire with Pachelius tread... Not a "special"... not a "second"... but the real thing, a standard quality Goodyear tire made with Super-tread Cords, and fully guaranteed.

Don't let the day pass without getting rid of your dangerous old tires. You'll save money in the end, and a lot of grief, too, by getting new Goodyear tires now at the new seasonally low prices.



MacCallum & Smith

GLEICHEN - - ALTA.

## Town & District

Gleichen Chautauque—June 14 to June 17th.

Tom Woods, who at one time lived in Gleichen, working at his trade as a harness maker, paid the town a visit Friday. Tom is now a traveller. Frank Mazza left last week to work for the C.P.R., welding rails. He is located west of Banff. Frank belongs to the Meadowbrook softball team and his leaving will weaken that team considerably.

Addison Wilson, Jr., who has been attending the University at Edmonton was taken ill recently with appendicitis and underwent an operation. He returned home Saturday.

Another fine shower of rain fell Friday night. It appeared to have covered the whole country. Mrs. D. Gillespie of Calgary, spent a day here last week visiting her brother J. J. McArthur and family. Merchants need newspaper advertising this year, as probably never before, to sell goods and make a profit. People always spend more freely in a town where the merchants advertise freely in their local newspaper. Advertising is well known. It will grow if it is given a chance to grow. Folks must be asked.

The Call welcomes all items of interest for the town and district columns. If you have friends visiting you, let us have their names. Mrs. F. Franklin and her children of Medicine Hat is visiting Mr. and Mrs. Jack Moss of Gleichen for a short time.

Irvine Young of Majorville spent the weekend in town visiting his parents Mr. and Mrs. Jas. Young. The linemen of the Calgary Power Co have lately fixed the power lines around town. Many of the wires had sagged to some extent and the men have been busy gathering up the slack wires. The result is the lines look in tip top condition now.

The bridge and what drives in aid of the covered river continues to be well attended. The average profit from each drive amounts to a little over \$10.00.

The provincial government taking over the milk industry in Manitoba, and running it as public utility, will have no bearing on the price of milk in the Bay line settlement at Pilewood. The one cow standing in this country has a monopoly on the milk industry there, and no price war can be waged despite the fact that milk there costs 50c a quart. The cow, Betty Jane, was brought north last year and supplied travellers on the Hudson Bay Railway trains with the only fresh milk along the 500-mile run.

Mattress—The last maid I had was too fond of policemen, Mary, I shall expect you to avoid them.

New Maid—Don't worry about that, ma'am. I ate the sight of 'em. My father a burglar.

Now is the time to get your entry blank for the Good Year tire contest from MacCallum & Smith Motors and look over the tires.

Mr. and Mrs. D. Johnston of Mile spent Sunday visiting Mr. and Mrs. J. Michael.

Friday afternoon, May 20th, the ladies of the town and district are having a box to clean up the Gleichen cemetery.

Mr. and Mrs. Jas. Egles spent the weekend in Calgary on business. They tell of a mouse falling into a rum barrel and crawling out crying for lions to fight. Recently at a level crossing near Gravenhurst, Ont., a "flivver" sidetracked a railway freight train and derailed eight cars. It charged screaming and died screaming. A total wreck, but its death agonies it guarded its owner-driver and another passenger, both of whom escaped with minor bruises. None of the train crew was injured.

The last big construction drive Churchill port will sit, it under way now, according to reports from Manitoba's report. Final touches are being put on the northern terminal of the 500-mile Hudson Bay Railway, and forces of the railway and the department of railways and canals are combining to prepare this port for wheat shipments out of and imports into Canada this season. Late this month a new phase in the development of the port will be reached, when employees of the Manitoba government arrive to prepare the town site for the official opening this summer.

UNITED CHURCH

Rev. V. M. Gilbert, Minister.

SUNDAY, MAY 22ND

11:00 a.m. Church School.

7:30 p.m. Worship.

Tom Haythorne, B.A., Provincial Boys' Work Secretary, will be the speaker. You are invited to worship with us.

## TRY A WANT AD

Two cents per word for each insertion; minimum charge 25 cents. Write your want ad, count the words in it, and multiply by two—then you know exactly how much your ad is going to cost. No charge accounts on this class of advertising.

**YOUNG PIGS WANTED**—If you have any for sale, we buy. Phone No. 3, Chumy, Alta. 801

**WANTED**—work for Case 1835 tractor. Will guarantee good work at reasonable price. Box 2, Gleichen Call.

**MARCELLING 50 CENTS**

**PIANO LESSONS FOR BEGINNERS**

**50 CENTS AT THE HOME OF**

**BLANCHE DESJARDINE**

GLEICHEN, ALBERTA

A new British invention, called the Sharmas main finder, is designed to locate water under ground, which sends a buzz through an earphone when it is directly over a water or a gas pipe.

**DOUBLE PROGRAM**

**LEW AYRES**

**"Iron Man"**

**"TARZAN"**

**and**

**Ken Maynard**

**AND HIS WONDER HORSE**

**"Alas the Bad Man"**

**EVENING: 7:30 and 9:30, 25c to all**

## Lower Fares

for **VICTORIA DAY**

between all stations in Canada

**1 FARE**

**1/4 FOR ROUND TRIP**

Good going

from NOON, May 20

to NOON, May 24

RETURN

MAY 25,

Ask the

Ticket Agent

CANADIAN PACIFIC RAILWAY

Ask the Ticket Agent

## Did You Ever Stop to Think?

**WHAT MAKES A TOWN ?**

A prosperous rural population which demands a community centre where may be established business, educational, religious and entertainment facilities. Where these flourish and are active it is safe to surmise that the people of that section realize and appreciate the value to them of such a centre.

**WHAT MAINTAINS IT ?**

The towns are largely maintained by the surrounding districts. But the organization, the direction, and to a great measure the up-keep, of the institutions in such towns are in the hands of the business interests, together with those directly and indirectly connected therewith. Without the active business and professional men to supervise and govern these public institutions and undertakings no town could thrive.

**WHO IS MAINLY AFFECTED ?**

Every citizen either in or about town should be concerned in seeing to it that they do their part in carrying on any good cause which may be promoted, either by financial or active support. Only in this way will any town prosper and develop as it should.

**PUBLICITY IS REQUIRED**

In promotion work your local paper takes the leading part. It is ever the champion of worthy causes and philanthropic and patriotic undertakings. But to function properly, and fully carry out its natural prerogatives, it must in turn have the financial support of the community it serves. When needing advertising or printed matter always first think of

The Call,  
Gleichen,  
Alberta.

EVERY MAN TO HIS TASTE

For those who respect and appreciate fine beverages



the ancient art of Brewing provides the element of wholesome enjoyment. . . .

FIVE FAMOUS BRANDS

**CANADA'S FINEST BEERS**

PRODUCED IN ALBERTA

All proudly sharing the possession of a single quality—the highest yet each one enjoying wide popularity on its individual merits.

**DISTRIBUTORS LIMITED**

FRONT

TELEPHONE

PHONE 24

SERVICE